

ABSTRACT

This study aims to determine whether business strategy strengthens the relationship between family ownership and company performance. The theory used in this research is agency theory and contingency theory. Population in this research is all go public companies listed in BEI period 2013 until 2015. Determination of sample is done by purposive sampling method and the amount of sampel is 38 family firm. Data analysis technique used in this research is moderate regression analysis (MRA). The result of the research shows that business strategy as a moderating variable can not strengthen the relationship between family welfare and company performance.

Keywords: family ownership, business strategy, ROE

